THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI ANAND SHARMA): (a) Prasar Bharati have informed that TAM TV rating for the years 2005, 2006, 2007 and 2008 (Nov., 08) reveals that majority of TV viewers watch DD News as compared to other individual private News channels as per TVR% given in the Statement. (*See* below)

(b) Question does not arise.

Statement

TAM rating of Doordarshan news and some important private news channels.

Channel	TVR%2005	TVR%2006	TVR%2007	TVR%2008 (Nov. 08)
DD News	0.16	0.13	0.08	0.07
Star News	0.05	0.05	0.07	0.06
Zee News	0.04	0.04	0.04	0.04
NDTV 24x7	0.01	0.01	0.02	0.01
NDTV India	0.05	0.04	0.04	0.03
Samay	0.01	0.02	0.02	0.02
Aaj Tak	0.07	0.06	0.08	0.07
Asianet News	0	0	0	0
CNN IBN	0	0.01	0.01	0.01
Headlines Today	0	0	0.01	0.01
IBN7	0.01	0.02	0.04	0.03
India News	0	0	0	0
Sun News	0.02	0.01	0.01	0.01

Private T.V. channels in India

1169. SHRI SU. THIRUNAVUKKARASAR: Will the PRIME MINISTER be pleased to state:

(a) the number of private TV channels that are functioning in India; and

(b) the number of applications that are pending for license/permission by the Ministry for starting private TV channels?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI ANAND SHARMA): (a) As on 8.12.2008, Ministry has permitted 372 TV channels to uplink from India as per uplinking guidelines. Sixty one (61) TV channels, uplinked from abroad, have also been permitted to downlink in India as per downlinking guidelines.

(b) As on 8.12.2008, applications of 155 private satellite TV channels for permission to uplink TV channels from India and applications of 34 private satellite TV channels, those uplinked from abroad, for permission to downlink in India are at various stages of scrutiny in accordance with the existing uplinking and downlinking guidelines.

Surrogate advertising

1170. SHRIMATI VIPLOVE THAKUR: Will the PRIME MINISTER be pleased to state:

(a) whether Government has recently issued a Notification amending the cable Television Networks Rules, 1994 to the effect that no advertisement shall be permitted which promotes directly or indirectly production, sale or consumption of cigarettes, tobacco products, wine, alcohol, liquor or other intoxicants;

(b) if so, the reaction of the concerned thereon;

(c) whether Government proposes to take action against tobacco and liquor companies indulging in 'surrogate' advertising in print, electronic and outdoor media even after the Notification issued by Government in this regard; and

(d) if so, the details thereof?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI ANAND SHARMA): (a) Yes, Sir. A Notification No. G.S.R. 104(E) dated 25.2.2008, amending the Advertising code prescribed under the Cable Television Networks (Regulation) Act, 1995 and rules framed thereunder has been issued in the matter.

(b) Some representations have been received from organisations of some of the TV channels stating that the interest of genuine non-alcoholic and non-tobacco business and interest of advertising and media sectors were allegedly being affected adversely.

(c) and (d) As far as electronic media is concerned, action is taken as per rules, if the violation of Code is brought to the notice of the Government. So far as Print media is concerned, the norms framed for Journalistic Conduct under Article 13(2)(b) of the Press Council Act, 1978, Para 36(ii) of the norms clearly states that "No advertisement shall be published which promotes directly or indirectly production of sale or consumption of cigarettes, tobacco products, wine alcohol, liquor and other intoxicants." and the same is handled accordingly by the Press Council of India.

Publication of foreign news magazines

1171. SHRIMATI T. RATNA BAI: Will the PRIME MINISTER be pleased to state:

(a) whether Government has approved the publication of foreign news magazines in partnership with Indian promoters;

(b) if so, the details thereof;

(c) the FDI cap on these magazines; and